

What is Claimed is:

1. A system for dynamic display of marketing campaigns on display locations via a network comprising:

a database for storing advertising material;

at least one display location for displaying said advertising material;

a server for managing said advertising material provided to said at least one display location; and

a plurality of input sources for providing scheduling information and said advertising

10 material to said server for scheduling said display of said advertising material on said at least one display location.

2. The system of Claim 1 wherein said advertising material is at least one image object.

15 3. The system of Claim 1 wherein said display location comprises a computerized device.

4. The system of Claim 3 wherein said computerized device comprises a display device.

20 5. The system of Claim 4 wherein said display device is one of an LCD panel, an LED panel, a projecting device utilizing digital light processing device or a cathode ray tube (CRT).

25 6. The system of Claim 1 wherein said server comprises:

a distribution engine for uploading said scheduling information and said advertising material from said plurality of input sources, for managing said advertising material and for providing said advertising material to said at least one display location; and

a slot allocator for monitoring said scheduling of said display.

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7. The system of Claim 6 wherein said server further comprises:

a transaction system for enabling payment, cancellations and status checking.

8. The system of Claim 1 wherein said server further comprises a monitoring system for providing a view of said advertising material, allocated to a display location, to at least one of said plurality of input sources.

5 9. The system of Claim 7 wherein said server further comprises:  
a location identifier for providing description, statistical and technical information concerning said at least one display location to at least one of said plurality of input sources.

10. The system of Claim 1 wherein said network is the Internet.

10 11. A method dynamic displaying of marketing campaigns via a network comprising the steps of:

accessing a server, via said network, to retrieve available time slots associated with at least one display location;

selecting a time slot from said available time slots for displaying advertising material;  
storing said advertising material in a database;

uploading said advertising material to said display location prior to occurrence of said selected time slot; and

displaying said advertising material at said display location when said time slot

20 occurs.

12. The method of Claim 11 further comprising the step of searching for a display location before said step of selecting a time slot from said available time slots.

25 13. The method of Claim 12 further comprising the step of retrieving display location data after said step of searching for a display location.

14. The method of Claim 11 further comprising the step of checking said advertising material for technical integrity before said step of storing said advertising material in a database.

30 15. The method of Claim 11 further comprising the step of performing financial transactions before said step of uploading said advertising material.

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16. The method of Claim 15 wherein said step of performing financial transactions comprising the steps of calculating transaction fees and aggregating air time information.

5 17. A computerized billboard comprising:  
a display device;  
a communicator;  
an objects storage; and  
a processor;  
10 wherein said processor comprises:  
operating system software;  
display software;  
communication software;  
object manager software; and  
15 FTP/VPN transfer software.